

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
2	3	4	5	6	7	1/8						1	2
9	10	11	12	13	14	15	3	4	5	6	7	8	9
16	17	18	19	20	21	22	10	11	12	13	14	15	16
23	24	25	26	27	28	29	17	18	19	20	21	22	23
30	31						24	25	26	27	28	29	30

february							august						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5		1	2	3	4	5	6
6	7	8	9	10	11	12	7	8	9	10	11	12	13
13	14	15	16	17	18	19	14	15	16	17	18	19	20
20	21	22	23	24	25	26	21	22	23	24	25	26	27
27	28						28	29	30	31			

march							september						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4					1	2	3
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30	31			25	26	27	28	29	30	

april							october						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	2	3	4	5	6	7	1/8
3	4	5	6	7	8	9	9	10	11	12	13	14	15
10	11	12	13	14	15	16	16	17	18	19	20	21	22
17	18	19	20	21	22	23	23	24	25	26	27	28	29
24	25	26	27	28	29	30	30	31					

may							november						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7		1	2	3	4	5	
8	9	10	11	12	13	14	6	7	8	9	10	11	12
15	16	17	18	19	20	21	13	14	15	16	17	18	19
22	23	24	25	26	27	28	20	21	22	23	24	25	26
29	30	31					27	28	29	30			

june							december						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4					1	2	3
5	6	7	8	9	10	11	4	5	6	7	8	9	10
12	13	14	15	16	17	18	11	12	13	14	15	16	17
19	20	21	22	23	24	25	18	19	20	21	22	23	24
26	27	28	29	30			25	26	27	28	29	30	31

january							march						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7					1	2	3
8	9	10	11	12	13	14	4	5	6	7	8	9	10
15	16	17	18	19	20	21	11	12	13	14	15	16	17
22	23	24	25	26	27	28	18	19	20	21	22	23	24
29	30	31					25	26	27	28	29	30	31

february							april						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4	1	2	3	4	5	6	7
5	6	7	8	9	10	11	8	9	10	11	12	13	14
12	13	14	15	16	17	18	15	16	17	18	19	20	21
19	20	21	22	23	24	25	22	23	24	25	26	27	28
26	27	28	29				29	30					

File Copy
4/24/55

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 24, 1955</u>			
Monday Jan. 24- Jan. 28 9:30 A.M.	OPENING OF SUMMER JUNIOR COLLECTION Lanz Originals will present their Summer collection of junior dresses and separates at 9:30 A.M. for one week only. Contact: Audrey Waymouth at Lanz, OX. 5-3150.	LANZ ORIGINALS	1407 BROADWAY ROOM 2603
Monday Jan. 24	YOUNG VIEWPOINT SUMMER FASHIONS Showing of Young Viewpoint's Summer fashions for the woman 5'5" and under at continuous daily showings. Contact: George Stupakis, CH. 4-4131.	GINSBURG & ABELSON	1400 BROADWAY SHOWROOM - 27TH FL.
Monday Jan. 24	SHOWING OF SEPARATES AND ACCESSORIES Jamaica House separates, dresses, hats, shoes, bags; County Calico separates; Caldwell denim separates. Contact: Ellen Lockwood, WI. 7-6122.	JAMAICA HOUSE; COUNTY CALICO; CALDWELL, INC.	ELLEN LOCKWOOD 1410 B'WAY - 19TH FL.
Monday Jan. 24	SHOWING OF NEW SEPARATES COLLECTION Young Viewpoint, Inc. will present a new line of Summer separates - Kaye Greer - sizes 12 to 40, at continuous daily showings. Contact: CH. 4-4131.	KAYE GREER COORDINATES	1400 BROADWAY SHOWROOM - 27TH FL.
Monday Jan. 24	SHOWING OF NEW RAINWEAR FOR MEN "Look Alike"--rainwear for men and women in light-weight fabrics by Lawrence of London at continuous showings. Contact: CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FL.
Beginning Monday Jan. 24- Jan. 27	OPENING OF FLORENCE COUTURE COLLECTIONS <u>Jan. 24:</u> Emilio, Volpe, Guidi, Capucci, Marucelli. <u>Jan. 25:</u> Carosa, Veneziani, Schuberth. <u>Jan. 26:</u> Simonetta, Fabiani, Antonelli. <u>Jan. 27:</u> Boutique collections: Avolio, Mirsa, Bertoli, Spagnoli, Vito, Tosco and Myricae. Contact: Mario Vannini Parenti at the Centro, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
Jan. 24- Jan. 28	CHICAGO CORSET GROUP SUMMER MARKET AT THE MERCHANDISE MART. Contact: The Merchandise Mart, Chicago, Illinois.		
Tuesday Jan. 25 12:30 P.M. Luncheon	NYLON HOSIERY FOR MEDICAL PURPOSES Johnson & Johnson will preview "full footed" and "full fashioned" supporting elastic hosiery to meet medical needs and fashion requirements. By invitation only, Contact: William Miller, Public Relations Management Corp., 380 Madison Ave., OX. 7-0580.	JOHNSON & JOHNSON	21 CLUB - (21 W.52) HUNT ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 25 2:00 P.M.- 5:00 P.M.	PREVIEW: CREATIVE PHOTOGRAPHY EXHIBITION "The Family of Man"--exhibition of creative photography, with examples from 68 countries. Organized by Edward Steichen, Director of the Museum's Dept. of Photography. Members' preview, 5:00 P.M.-11:00 P.M. Publicity: Elizabeth Shaw, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday Jan. 25 2:00 P.M.- 6:00 P.M.	"ETHEL BARRYMORE AND HER CAREER" A special theatre exhibition honoring Ethel Barrymore will be presented by the Museum with a pictorial chronology of the fifty plays in which she appeared on the stage; stills from her motion pictures; posed costumed figures on a shadow-box stage; selection of caricatures; hand-written manuscript of her autobiography. Open to public, beginning Wed., Jan. 26. Publicity: Albert Baragwanath, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	FIFTH AVENUE 103RD - 104TH STREETS
Tuesday Jan. 25 3:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Summer collection of afternoon and cocktail dresses for press and resident buyers. By invitation only. <u>Trade showings daily beginning Tues., Feb. 8 at 12:00 Noon.</u> Contact: George Zuckor, CH. 4-3488.	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday Jan. 25	OPENING: SUMMER SPORTSWEAR COLLECTION "Separate Ways for Summer"--informal daily showings of Nelly de Grab's Summer sportswear collection. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Jan. 26 9:00 A.M.- 11:00 A.M. Coffee	PREVIEW OF NEW DECORATIVE FABRICS Presentation in redecorated showrooms of upholstery, drapery and bedspread fabrics for Spring and Summer by Cheney Greeff. By invitation only. Contact: Albert M. Leach, PL. 1-0200.	CHENEY GREEFF & CO.	4 EAST 53RD STREET SHOWROOM - 2ND FLOOR
Wednesday Jan. 26 9:30 A.M. Breakfast	PRESS PREVIEW: NEW FABRICS AND PATTERNS Macy's "Spring Forecast Fashion Show of New Fabrics and Patterns". By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Jan. 26 12:00 Noon Luncheon	SHOES, ACCESSORIES, MILLINERY LUNCHEON "Accessories Before Fact"--The Fashion Group's shoes, accessories and millinery luncheon. Speaker: Rosanne Weiner, vice president and fashion director, Amos Parrish-"Accessories Gain Momentum". Fashion Show Commentator: Helen Sisson, Phoenix Hosiery. Co-Chmn.: Carolyn Saks, Carlisle Shoes; Janet Sloane, Madcaps; Janina Willner, Bloomingdales; Edith Raymond, Mademoiselle. Prices: \$5.25, members; \$6.00, guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR GRAND BALLROOM
Wednesday Jan. 26 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Spring suits and dresses during luncheon by Russeks. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 26 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING SEPARATES Luncheon showing of Bellociano Spring separates by Joset Walker, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bellociano contact: Peggy Cantor, LA. 4-2036, Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BELLOCIANO	HOTEL PIERRE COTILLION ROOM
Thursday Jan. 27 9:15 A.M. Breakfast	SUMMER COTTONS IN "FRESHTEX" FINISH "Flowers and Fruit"--The Cranston Print Works will show their "Freshtex" finish for cottons, in a presentation of Spring and Summer fashions. Commentator: Nola Luxford, Fashion Director, Hotel Pierre. Travel Commentary: Ouida Wagner, B.O.A.C. By invitation only. Publicity: Marian Christopher, Anderson & Cairns, 488 Madison Ave., MU. 8-5800.	THE CRANSTON PRINT WORKS COMPANY	HOTEL PIERRE COTILLION ROOM
Thursday Jan. 27 4:30 P.M. Cocktails	FALL KNITWEAR: MEN, WOMEN & CHILDREN P. H. Hanes will preview Fall knitwear in sport shirts and sleepwear for men, women and children. Showing at 5:00 P.M. By invitation only. Contact: Theresa Grant at Hanes, LO. 3-0583.	P. H. HANES KNITTING CO. (350 FIFTH AVENUE)	VANDERBILT HOTEL PARK AVENUE SUITE
Thursday Jan. 27 ²⁶ 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION The National Cotton Council will introduce Miss De Lois Faulkner, the 1955 Maid of Cotton, and her Washable cotton wardrobe at the 28th Annual Convention of the Association of American Soap & Glycerine Producers. Showing at 4:30 P.M. By invitation only. Contact: Ruth Goldberg, Ass'n of American Soap & Glycerine Producers, MU. 6-3662; or Margot Herzog, National Cotton Council, WO. 4-2521.	SOAP ASSOCIATION & COTTON COUNCIL <i>Patricia Anne</i>	WALDORF-ASTORIA STARLIGHT ROOF <i>Coorden</i>
Beginning Thursday Jan. 27	OPENING OF COUTURE COLLECTIONS IN LONDON <u>Jan. 27</u> : Charles Creed, Mattli, John Cavanagh, . Worth. <u>Jan. 28</u> : Norman Hartnell, Michael Sherard, Digby Morton, Michael. <u>Jan. 29</u> : Lachasse, Ronald Paterson, Victor Stiebel, Hardy Amies. Contact: Rosemary Borland, 1 Bell Hard, London, W.C.2, England.	INCORPORATED SOCIETY OF LONDON, LONDON FASHION DESIGNERS ENGLAND	
Beginning Monday Jan. 31	OPENING DATES OF PARIS COLLECTIONS <u>Jan. 31</u> : Ardanse, Mad Carpentier, Manguin, Jean Patou. <u>Feb. 1</u> : Balmain, Christian Dior, Jacques Heim, Alex Maguy, Raphael, Madeleine de Rauch, Nina Ricci, Maggy Rouff. <u>Feb. 2</u> : Vera Borea, Pierre Clarence, Renee Collard, Hubert de Givenchy, Gres, Hermes, Irmone, Michelle Lambert, Lanvin (Castillo), Paquin, Claude Riviere, Worth. <u>Feb. 3</u> : Balenciaga, Carven, Jean Desses, Martial et Armand. <u>Feb. 4</u> : Bruyere, Jeanne Fardeau, Jacques Fath, Jacques Griffe, Germaine Lecomte, Amy Linker, Revillon. <u>Feb. 5</u> : Renee Lise, Charles Montaigne, Madeleine Vramant. <u>Feb. 7</u> : Chanel, Helen Hubert, Henry a la Pensee. <u>Feb. 9</u> : Valentine Bourgade, Calixte, Georgette Renal. <u>Feb. 10</u> : Raymonde Coste. <u>Feb. 11</u> : Carmine. <u>Feb. 12</u> : Chauvel. <u>Feb. 15</u> : Janine Germaine. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Feb. 1 10:30 A.M.	OPENING OF SUMMER COLLECTION Mr. Mort will present his Summer collection at 10:30 A.M. and 2:30 P.M. daily for 2 weeks. (First week by invitation).	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Feb. 1 11:00 A.M.	OPENING OF SUMMER COLLECTIONS <u>Madeleine Fauth</u> of Arkay Junior Frocks at 11:00 (thereafter at 11:00 and 4:00); <u>Anne Fogarty</u> of Margot Dresses at 2:00 (thereafter at 10:00 and 3:00); <u>Rappi</u> of Junior Formals at 3:30 (thereafter at 11:00 and 2:00). Contact: William Durland, LO. 5-2626.	ARKAY; MARGOT; JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
Tuesday Feb. 1 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Eleventh Annual "March of Dimes" Fashion Show presented for the benefit of The National Foundation For Infantile Paralysis. Prices: Luncheon and fashion show--\$25.00, \$50.00, \$75.00; fashion show only--\$10.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Feb. 1 4:00 P.M. Cocktails	PREVIEW OF SUMMER DRESS COLLECTION Preview for press and resident buyers of David Crystal's Summer dress collection. By invitation. <u>Showings daily thereafter at 10:30 A.M.</u> Publicity: Terry Mayer at David Crystal, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Feb. 2- Feb. 3 8:30 A.M. Breakfast	PREVIEW OF MISSES & JUNIOR COLLECTIONS Four previews-- <u>Feb. 2: 8:30 A.M. and 12:00 Noon; Feb. 3: 8:30 A.M. and 12:00 Noon. By invitation. Daily box luncheon for the trade, beginning Fri., Feb. 4 at 12:00 Noon; showing at 12:30 P.M.</u> Contact: Lee Weber at Carolyn Schnurer, CH. 4-4587.	CAROLYN SCHNURER, INC.	1410 BROADWAY SHOWROOM - 23RD FLOOR
Wednesday Feb. 2 12:30 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Don Marshall will present Spring millinery fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DON MARSHALL, INC.	HOTEL PIERRE COTILLION ROOM
Thursday Feb. 3 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Rosette Pennington will present Spring bridal and bridesmaid fashions. By invitation only. Publicity: Ruth English, PL. 9-3737.	ROSETTE PENNINGTON	20 EAST 56TH STREET 4TH FLOOR
Thursday Feb. 3 3:00 P.M.	PREVIEW OF JUNIOR SUMMER COLLECTION Special preview for press and buying offices. By invitation. <u>Trade showings beginning Tues., Feb. 8 at 10:30 A.M. and 3:00 P.M. daily.</u> Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Feb. 3 4:00 P.M.	PREVIEW OF SUMMER COLLECTION Philip Hulitar will preview his Summer collection. Trade showings daily thereafter at 10:00 A.M. and 4:00 P.M. By appointment. Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.</u> (Formerly <u>THE SPORTSWEAR GUILD</u>)			
<u>MONDAY, FEBRUARY 7</u>			
	Star-Maid Dresses, Inc.	10:30 A.M.	498 7TH, PE. 6-0444
<u>TUESDAY, FEBRUARY 8</u>			
	Adler & Adler, Inc.	10:30 A.M.	550 7TH, BR. 9-9600
	Kane-Weill.	10:30 A.M.	498 7TH, LO. 5-3041
	Sport-Craft, Inc.	2:30 P.M. (Thereafter 10:30 & 2:30)	550 7TH, LA. 4-9724
<u>WEDNESDAY, FEBRUARY 9</u>			
	Davidow	10:30 A.M.	550 7TH, PE. 6-6909
	David M. Goodstein, Inc.	10:30 A.M.	498 7TH, LA. 4-2577
<u>THURSDAY, FEBRUARY 10</u>			
	Zoltan Rosenberg Co.	2:30 P.M.	550 7TH, LA. 4-6691

<u>SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)</u>			
<u>MONDAY, FEBRUARY 7</u>			
	Herbert Sondheim, Inc.	10:30 A.M.	530 7TH, LA. 4-7540
	A. Goodman & Co., Inc.	10:30 A.M. & 1:30 P.M.	530 7TH, WI. 7-4077
	Frank Starr, Inc.	1:00 P.M.	530 7TH, LA. 4-7690
	Paul Parnes Corp.	2:30 P.M.	498 7TH, CH. 4-4600
	Ben Barrack, Inc.	Continuous daily	498 7TH, LO. 4-3923
	Martin Simon, Inc.	Continuous daily	498 7TH, LA. 4-2877
<u>TUESDAY, FEBRUARY 8</u>			
	Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs.	498 7TH, CH. 4-1542
	Jack Horwitz Assoc.	10:30 A.M. & 3:00 P.M.	498 7TH, LO. 4-1860
	Talmack, Inc.	1:00 P.M.	530 7TH, BR. 9-1195
	Grabois.	1:15 P.M.	498 7TH, CH. 4-2767
	Larry L. Aldrich Co., Inc.	2:30 P.M.	530 7TH, CH. 4-1872
	Samuel Winston, Inc.	4:00 P.M.	530 7TH, CH. 4-2617
<u>WEDNESDAY, FEBRUARY 9</u>			
	William Fox, Inc.	1:00 P.M.	530 7TH, OX. 5-4070
	Rudolf Gowns	1:15 P.M.	530 7TH, WI. 7-6865
<u>THURSDAY, FEBRUARY 10</u>			
	Nat Kaplan, Inc.	1:15 P.M.; 10:30; 1:15; 4:00	498 7TH, LO. 5-4115
	Ed Gerrick, Inc.	2:30 P.M.	550 7TH, LO. 4-1820
	Contact: Leonard W. Gendler, FOGA Exec. Secy., 1440 Broadway, CH. 4-6945.		

Monday Feb. 7 2:30 P.M.	PREVIEW OF SUMMER COLLECTION J. R. McMullen Co. will present their Summer collection at 2:30 P.M. daily. By invitation. Publicity: The Miles, 58 W. 40th St., LO. 4-5150.	J. R. McMULLEN CO. 530 SEVENTH AVENUE SHOWROOM - 28TH FL.
Beginning Monday Feb. 7 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of the Varden Petite Summer collection at 2:30 P.M. daily. Contact: Agatha Phillips, PE. 6-5460.	VARDEN PETITE 530 SEVENTH AVENUE SHOWROOM - 8TH FL.
Tuesday Feb. 8 9:00 A.M. Coffee	PRIVIEW OF SUMMER COLLECTION Maria Krum will present her Summer collection. By invitation. Continuous daily trade showings thereafter. Contact: Dick Collin. CI. 7-3060.	MARIA KRUM, INC. 41 WEST 56TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Feb. 8 10:30 A.M.	OPENING OF SUMMER COLLECTION Sam Friedlander will present the Summer collection of "Separables", cock- tail and evening fashions at 10:30 A.M. daily. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Feb. 8 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION B. H. Wragge will present the Summer collection to the press. <u>Trade</u> <u>showings at 10:30 A.M. on Feb. 9, 10, 14, 15, 17.</u> By invitation only. Contact: Marian C. Mitchell, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Tuesday Feb. 8 12:00 Noon Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY Press showing of Tatiana du Plessix' Spring custom millinery. By invita- tion only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Tuesday Feb. 8 12:00 Noon	OPENING OF SUMMER COLLECTION Mollie Parnis will show her collection at 12:00 daily. Contact: BR.9-5014.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 8 12:00 Noon Luncheon	PREVIEW OF SUMMER COLLECTION Janice Milan & Pezzuto will present their Summer collection, designed by Mr. Norman. By reservation. Continuous daily trade showings thereafter. Contact: Alice Schneider, LO. 4-7940.	JANICE MILAN & PEZZUTO, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 8 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings at 1:00 P.M. daily. Contact: Bill Laird, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 8 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 8 2:30 P.M.	OPENING: SUMMER DRESS COLLECTION Showing of David Levine's Summer dresses at 2:30 P.M. daily. Contact: LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Feb. 8 2:30 P.M.	OPENING OF SUMMER COLLECTION Daily showings at 2:30 P.M. By appointment. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Tuesday Feb. 8 2:30 P.M.	OPENING OF SUMMER COLLECTION "Cotton Bouquet"--presentation of the Jerry Parnis Summer collection at 2:30 P.M. daily. Contact: CH. 4-0619. Publ.: Mildred Kaldor, MU.9-5420.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 8 3:30 P.M. Cocktails 4:15 P.M. Show	SWISS FABRIC FASHION SHOW Leading American designers and manufacturers will present Spring and Summer fashions made from Swiss fabrics. Included will be daytime, cock- tail, evening clothes, sportswear, blouses, lingerie, children's wear and bridal gowns. By invitation only. Contact: William P. Flanders, Swiss Fabric Group, 110 E. 42nd St., OX. 7-0022.	COTTON INDUSTRIES OF SWITZERLAND	HOTEL PIERRE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 8 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Arnold & Fox will present their Summer dress collection at 4:00 P.M. daily. Contact: CH. 4-3914.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FL.
Beginning Tuesday Feb. 8 4:00 P.M.	OPENING OF SUMMER COLLECTION Harmay will present their Summer collection of dresses, suits and costumes. Daily showings thereafter at 4:00 P.M. by reservation only. Publicity: Pauline Greene, 10 E. 39th St., MU. 3-1150.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
Beginning Tuesday Feb. 8	COCKTAIL & FORMAL FASHIONS BY TED SHORE Will Steinman presents Spring and Summer dance dresses, styled by Ted Shore, for juniors and misses, featuring a special group of "Nylebrode" in evening wear. Previews by appointment only. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FL.
Beginning Wednesday Feb. 9 9:00 A.M.; 3:30 P.M.	PREVIEW OF SUMMER FASHIONS "Charm" Magazine previews Summer fashions for women who work from its May- June "Two Weeks With Pay" issues; featuring a promotion and display blue- print. May merchandise on display beginning Feb. 9; June merchandise beginning March 2. Contact: "Charm" Promotion Department, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FL.
Wednesday Feb. 9 9:15 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES The Allied Kid Company's Fall-Winter 1955 collection will be previewed: <u>Feb. 9 at 9:15 A.M.--Fashion Press and Shoe Stylists; Feb. 9 at 3:30 P.M.--</u> <u>Buying Office Fashion Coordinators, Fashion Publicists, Department Store</u> <u>Fashion Coordinators; Feb. 10 at 9:15 A.M.--Fabric, Hosiery and Accessory</u> <u>Stylists. By invitation. Contact: Dorothy Campbell, MU. 6-1623.</u>	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FL.
Wednesday Feb. 9 9:30 A.M. Breakfast	PREVIEW OF SUMMER SPORTSWEAR COLLECTION Preview of Greta Plattry's Summer collection of sportswear, dresses, separates and beach clothes. By invitation only. Continuous daily show- ings thereafter. Publicity: Margaret Hodge, BR. 9-2643.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FL.
Wednesday Feb. 9 12:00 Noon Luncheon	MAN-MADE FIBERS AND FABRICS "God versus Man"--exhibition and discussion of man-made fibers and fabrics. M.C. Miss Duncan MacDonald, TV consultant. Speaker: Dr. George E. Linton, Dean of Textile Dept., Fashion Institute. Exhibition from 11:30 A.M. to 3:30 P.M. in the Foyer. Co-Chmn.: Louise Nickerson and Isabelle Shaver. Price: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44TH ST.)	HOTEL ROOSEVELT BALLROOM
Wednesday Feb. 9 12:30 P.M. Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Hannah Troy will present her Summer collection to the press. Showing at 1:00 P.M. By invitation only. Publ.: Gladys Steiner, MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FL.
Beginning Wednesday Feb. 9 1:15 P.M.	OPENING OF SUMMER COLLECTION Oleg Cassini's Summer collection will be presented at 1:15 P.M. daily. Contact: Dorothy Lambert, BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 9 2:30 P.M.	PRESS PREVIEW: SUMMER COLLECTION BY BRIGANCE Sportmaker will present a press preview of bathing suits, beachwear, playclothes, separates, and dresses for Summer, designed by Brigance. By invitation only. <u>Trade showings daily thereafter at 2:30 P.M.</u> Contact: Julie Isles at Sportmaker, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Wednesday Feb. 9 2:30 P.M.	SUMMER COLLECTION BY CEIL CHAPMAN Showing of Ceil Chapman's Summer collection at 2:30 P.M. daily. Publicity: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday Feb. 9 4:00 P.M.	PREVIEW: SPRING & SUMMER COLLECTIONS Mme. Garnett will present her Spring and Summer collections to the press. By invitation only. Publicity: Elizabeth Maher Assoc., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Thursday Feb. 10 10:30 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Daily trade showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: EL. 5-5540. Publicity: Eleanor Lambert, MU. 8-2130.	TINA LESER, INC.	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday Feb. 10 11:00 A.M.	PRESS PREVIEW: SPRING CUSTOM MILLINERY Jay Thorpe will present Martin Belasco's Spring custom millinery. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	MAIN FLOOR
Thursday Feb. 10 12:00 Noon Luncheon	PREVIEW OF SUMMER DRESS COLLECTION Preview of Dan Keller's Summer dress collection to press and resident buyers. By invitation only. Continuous daily showings thereafter. Publicity: Margaret Hodge, BR. 9-2643.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 10 5:00 P.M.	COUTURE & BOUTIQUE COLLECTIONS FOR SUMMER Press preview of Jane Derby's Summer collections, both couture and boutique. By invitation. <u>Trade showings beginning Fri., Feb. 11 at 10:30 A.M.</u> Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Friday Feb. 11 10:30 A.M.	PRESS SHOWING OF SUMMER COLLECTION Sylvan Rich will present the Martini Summer collection. <u>Trade showings beginning Thurs., Feb. 10 at 10:30 A.M.</u> By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday Feb. 11 1:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION William Fox will present his Summer collection to the press. By invitation only. <u>Trade showings beginning Wed., Feb. 9 at 1:00 P.M. daily.</u> Publicity: Mildred Kaldor, MU. 9-5420.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Thursday Feb. 17 11:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Countess Alexander will present the Summer collection of afternoon dresses, cocktail and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 1 9:30 A.M. Breakfast	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will present a press preview of his custom-order collection. By invitation only. Publicity: Nona James, 20 W. 43rd St., CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Tuesday March 1 11:00 A.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER Jay Thorpe will present Spring and Summer fashions by Howard Greer. By invitation. (Customer showing at 2:30 P.M.) Publ: Jane Negbaur, JU.6-1000.	JAY THORPE	4TH FLOOR

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Wednesday March 2	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Thursday March 3	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: CAROLYN HAIGHT,	PL. 3-4000
Tuesday March 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals and French Imports)	PUBL: FRANCES ANDERSON,	CI. 7-1100
Wednesday March 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (Custom-order and Ready-to-Wear)	PUBL: RASPONI ASSOC.,	TE. 8-8171
Thursday March 10	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Friday March 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	CONT: SOPHIE SHONNARD,	EL. 5-6800

Monday March 7 11:30 A.M.& 3:00 P.M.	PRESS PREVIEW OF MURIEL KING FASHIONS Press showings of Muriel King Spring collection and Stein & Blaine furs at 11:30 A.M. and 3:00 P.M. By invitation only. Contact: PL. 3-7700.	STEIN & BLAINE, INC.	13 WEST 57TH STREET SALON
Wednesday March 9 12:30 P.M. Luncheon	FASHIONS BY IRENE OF CALIFORNIA Gunther Jaeckel will present Spring fashions by Irene of California at luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 9 12:30 P.M. Luncheon	SPRING "GREEN ROOM" FASHION SHOW Bloomingdale's ready-to-wear Spring fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Friday March 11 10:00 A.M.& 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS The Fashion Group will present its semi-annual Import Fashion Show at 10:00 A.M. (breakfast) and 12:00 Noon (luncheon). Contact: CI.7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM

MOVIES...MUSIC...THEATRE...OPERA

Monday
Jan. 24 TWELFTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., Jan. 24: Puccini's MADAMA BUTTERFLY. Tues., Jan. 25: Massenet's
MANON. Wed., Jan. 26: Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's
PAGLIACCI. Thurs., Jan. 27: Verdi's AIDA. Fri., Jan. 28: Verdi's
DON CARLO. Sat., Mat., Jan. 29: Wagner's TANNHAUSER. Sat., Eve.,
Jan. 29: Verdi's UN BALLO IN MASCHERA. Publ.: Francis Robinson, PE.6-1200.

Wednesday
Jan. 26 OPENING: "THE GRAND PRIZE" PLYMOUTH THEATRE, 236 WEST 45TH ST.
Shepard Traube will present June Lockhart and John Newland in a new comedy
lampooning television by Ronald Alexander, with Betsy Palmer and Tom
Poston. Directed by Mr. Traube. Setting and lighting: Pat Campbell.
Costumes: Virginia Volland. Publicity: George Ross, BR. 9-5906.

Thursday
Jan. 27 OPENING: "PLAIN AND FANCY" MARK HELLINGER THEATRE, 237 W. 51ST ST.
Richard Kollmar and James W. Gardiner, in association with Yvette Schumer,
will present a new musical comedy with Richard Derr, Barbara Cook, David
Daniels, Shirl Conway, Daniel Nagrin, Stefan Schnabel, Gloria Marlowe,
Douglas Fletcher Rodgers, Nancy Andrews. Book: Joseph Stein and Will
Glickman. Lyrics: Arnold B. Horwitt. Music: Albert Hague. Production:
Morton Da Costa. Dances: Helen Tamiris. Sets & costumes: Raoul Pene
DuBois. Lighting: Peggy Clark. Publicity: Bill Doll, WI. 7-2386.

Friday
Jan. 28 PREMIERE: "THE RACERS" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
20th Century-Fox CinemaScope DeLuxe Color production about Europe's auto
races. Starring: Kirk Douglas, Bella Darvi, Gilbert Roland with Cesar
Romero, Lee J. Cobb, Katy Jurado. Producer: Julian Blaustein. Director:
Henry Hathaway. Costume direction: Charles Le Maire; by: Kay Nelson.
20th Century Publicity: Bon Fleisher, CO. 5-3320.

Thursday
Feb. 3 OPENING: "THE SOUTHWEST CORNER" HOLIDAY THEATRE, B'WAY AT 47TH ST.
John Huntington will present Eva LeGallienne in a new play by John Cecil
Holm based on the novel by Mildred Walker. About an 83 year old Vermont
lady who tries to hold on to her ancestral farm house. Featuring: Enid
Markey, Parker Fennelly, Jean Gillespie, Frieda Altman, Ray Boyle,
Robinson Stone. Director: George Schaefer. Setting and lighting: Ralph
Alswang. Costumes: Paul McGuire. Publicity: Lewis Harmon, CH. 4-1482.

Beginning
Monday
Feb. 7 OPENING: "ESCUDERO" PLAYHOUSE, 137 WEST 48TH ST.
Escudero and his singers, dancers and musicians will be presented by
Maurice Attias for 2 weeks only. Publicity: Gerald Goode, UN. 5-6904.

Tuesday
Feb. 8
8:40 P.M. PREMIERE: "CINERAMA HOLIDAY" (Movie) WARNER THEATRE, B'WAY & 47TH ST.
Stanley Warner Cinerama Corp. presents the Louis de Rochemont production
of the travels of two young couples in America and Europe. (Jacques Fath
fashion show in movie). For the benefit of and to honor the 50th anni-
versary of the Travelers Aid Society of N.Y. Tickets: \$3.00-\$15.00.
Contact: Charlotte McDonald at Travelers Aid, 144 E. 44th St., MU. 2-6300.
Cinerama Publicity: Lynn Farnol, Public Relations, JU. 6-5777.

Wednesday
Feb. 9 OPENING: "THE DARK IS LIGHT ENOUGH" ANTA THEATRE, 245 WEST 52ND ST.
Katherine Cornell and Roger L. Stevens (by arrangement with H.M. Tennent,
Ltd.) present Christopher Fry's new play starring Katherine Cornell and
Tyrone Power with Arnold Moss, John Williams, Marian Winters. Director:
Guthrie McClintic. Settings and costumes: Oliver Messel. Publicity:
William Fields, PL. 7-6938.